

Annex C

Title of Consultancy: Roster		Type of Engagement	Place of Recruitment	Workplace of Consultant (duty station, ICT equipment)	
Graphic Designer to support the creation of powerful graphics that help raise awareness on a range of child rights issues and highlight the impact of investments in the different programme areas.		<input type="checkbox"/> Consultant	Sierra Leone.	Freetown & other Field locations.	
		<input type="checkbox"/> TA			
		<input checked="" type="checkbox"/> Individual Contractor			
WBS: 3900/A0/08/880/003/003 - Raising visibility of UNICEF's contributions to Child Rights					
Budget Year: 2021	Requesting Section/ Issuing Office ERA Section – UNICEF Sierra Leone		Reasons why the assignment cannot be done by a staff member: This is a specialised skill, which is not available within UNICEF office.		
<p><u>Purpose of Activity/Assignment:</u></p> <p>1. Background Last year, UNICEF Sierra Leone started implementing a new country programme with a vision of ensuring that more children and women, particularly the most deprived, have increased access to inclusive quality health, nutrition, WASH, education and child and social protection services, especially in a country that has recently suffered unprecedented surges of emergencies such as the Ebola, flash floods, mudslides and COVID-19.</p> <p>As part of visibility commitments around the programmes, UNICEF will need the services of graphic designers to create powerful visual materials that highlight the impact of investments in the different programme areas, help raise awareness on a range of child rights issues and support efforts to fundraise for the country office. These services are required on a regular basis throughout the year and oftentimes, this speciality is required immediately, especially during times of emergency.</p> <p>The purpose of this ToR is therefore for UNICEF to have in place a pool of graphic designers, who can be listed in the internal roster for standby arrangements and called upon as and when a need arises.</p> <p>2. Justification Visual products are a major part of the communication work of UNICEF, important for purposes of fund raising, advocacy and visibility to reach key stakeholders and to raise awareness on important issues. UNICEF Sierra Leone therefore needs to have a pool of graphic designers, who can be called on to create timely, powerful visual materials that highlight the impact of investments in the different programme areas and to demonstrate the situation of children during times of emergencies.</p> <p>3. Purpose and objectives: The graphic materials produced will highlight the impact of UNICEF supported programmes. They will demonstrate how UNICEF and Government, with support from various donors have put in place interventions to support the survival, growth and development of children across the country.</p> <p>The materials will be used on local and global online and offline platforms to raise awareness on a range of child rights issues, highlight the work of UNICEF and demonstrate the current needs of children and their families.</p>					

4. Methodology and Technical Approach:

- a) The graphic designer will work with the External Relations and Advocacy unit and the various programme sections to create powerful visual materials that help raise awareness on a range of child rights issues and highlight the impact of investments in the different programme areas.
- b) Throughout the process, the contractor will receive regular input and feedback from UNICEF, until a final version is agreed upon.
- c) The number and specifications of the various graphic materials required will be agreed on between the contractor and UNICEF.

5. Activities, Tasks, Outputs and Deliverables

Activity	Output/Deliverable
Hold discussion with UNICEF staff to get an understanding of design concepts.	Design concept note
Draft designs and submit for review.	Draft designs
Edit and finalise designs based on feedback provided by UNICEF and partners.	Finalised designs

6. Management, Organization and Timeframe

The individual will report to the Communication Specialist at UNICEF but will work closely with other Communication Officers in the External Relations and Advocacy section.

The contractor will receive a briefing at the beginning of each assignment then hold regular discussions through meetings, email and phone as required. S/he will hold meetings from time to time for inputs on the package.

UNICEF and relevant partners will provide data and key messages that can be used to develop the required products.

UNICEF and relevant partners shall provide institutional branding guidance and consolidated comments on the designs.

7. Reason of extension in case of Amendment

N/A.

Schedule of Deliverables	Due Date	Duration (maximum # of days)
Design concept	TBD	TBD
Drafting of designs and submission for review.	TBD	TBD
Editing of designs based on feedback provided by UNICEF and partners.	TBD	TBD
Incorporation of feedback and finalisation and delivery of the designs	TBD	TBD

Duration / Timeframe/ # of working days	Expected Start Date:	Expected End Date:
TBD	TBD	TBD

Budget and Remuneration (for planning purpose only). Final fees will be negotiated by HR			
Description	Unit Cost (daily/monthly)	Quantity(ies)	Amount
Professional Fees	TBD		
DSA for local travel	N/A		
Travel Cost	N/A		
Work Permit	N/A		
Total Cost			

UNICEF recourse in case of unsatisfactory performance: Payment will only be made for work satisfactorily completed as per agreed deliverables and accepted by UNICEF.

Terms of Payment	<input checked="" type="checkbox"/> Payment, upon completion of each deliverable according to schedule. <input type="checkbox"/> Payment, upon completion of all deliverables at the end of assignment. <input type="checkbox"/> Fee advance, percentage (up to 30 % of total fee)
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Condition of work:

- The contractor will be based in Sierra Leone
- The contractor will work on his/her own equipment and use his/her own office resources and materials in the execution of this assignment.
- The contractor's fee shall be inclusive of all office administrative costs including professional fees.
- All the graphic designs will remain the property of UNICEF for unlimited use
- The video producer will work with the External Relations and Advocacy section.
- UNICEF will provide feedback for transcription as and when required.

Qualifications and Specialized Knowledge/experience required:

<p>Minimum Qualifications required:</p> <p><input type="checkbox"/> Bachelors <input type="checkbox"/> Masters <input type="checkbox"/> PhD</p> <p><input checked="" type="checkbox"/> Other</p> <p>Enter Disciplines:</p>	<p>Years of Experience and Knowledge/Expertise/Skills required:</p> <ul style="list-style-type: none"> ▪ The Contractor should have a minimum of 5 years' experience producing high quality and powerful graphic designs - example of similar work will be required together with the Curriculum Vitae. ▪ Senior secondary education certificate – plus demonstrated proficiency in design software, such as Illustrator, InDesign or QuarkXPress, and image-editing packages such as Photoshop. ▪ Ability to effectively grasp and incorporate inputs/feedback from multiple contributors ▪ Previous UNICEF, UN and/or INGO experience in a similar role is desirable
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Consultant Selection Method:

<p><input type="checkbox"/> Competitive Selection (Roster)</p> <p><input checked="" type="checkbox"/> Competitive Selection (Advertisement or Desk review or Interview or all)</p> <p><input type="checkbox"/> Single Sourcing (exceptional, only in emergency situations L2, L3, approval by Head of Office strictly required).</p>	<p>Request for</p> <p><input checked="" type="checkbox"/> New SSA</p> <p><input type="checkbox"/> Extension/ Amendment</p>
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Request Authorised by: (Head of Section)

Signature:

Name:

Request Verified by HR: (HR Specialist/Manager)

Signature:

Name:

Approval:

Approval of Representative

Signature: _____

Name: